

MEMORANDUM FOR: Executive Director-Comptroller
SUBJECT : Agency-Identified Recruitment Advertising

13 JUL 1966

1. This memorandum submits a recommendation for your approval; this recommendation is contained in paragraph 9.
2. As you know, over the past year we have engaged in a series of advertising programs for NPIC. The blind advertisement attached at Tab A produced only 37 responses. An Agency-identified advertisement produced some 565 responses. Subsequent use of this advertisement in principal newspapers of specific areas to be visited by an NPIC recruiter (samples attached at Tab B) produced 181 written responses; they also produced 665 telephone calls to our recruiters visiting some 62 cities, resulting in 252 interviews. Use of this advertisement in the four principal professional journals in this field produced only 53 responses.
3. After consultation with [redacted] our recruitment advertising consultants, we believe that we should experiment with advertisements placed in national news magazines to be sure that we are reaching, and exhausting, the available population of qualified applicants in these fields. STAT
4. We have obtained rates from both Newsweek and Time magazines for this purpose. Newsweek has provided us not only with circulation rates but with poll statistics indicating that this publication reaches the professional group which we are trying to reach. We do not have comparable data from Time but believe that their audience should be similar.
5. We have just about saturated the Northeastern United States with newspaper advertisements while our coverage of the West Coast has not been quite so thorough. NPIC has suggested, and we endorse, a further effort to reach (or determine that we have exhausted) the available market in these areas.
6. The advertisement shown at Tab C has been drafted for this purpose. We propose to publish this in Newsweek in the Northeastern U.S. and in Time on the West Coast. In this way, we will test whether we have indeed exhausted the market and whether the news magazines are a productive recruitment advertising medium. The costs of advertising in these media on the limited scale proposed is about \$5,000 (to be borne by NPIC), which is about the same cost as for our nation-wide newspaper advertising.
7. The Recruitment Advertising Committee has reviewed our proposed text (Attachment C) for this purpose and it has their approval. An illustration of this advertisement as it would appear is suggested in the two-column Time advertisement attached at Tab D.

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8. We have carefully considered the possibility of adverse impact of advertising for specialist personnel in national magazines of this calibre. We fully expect to arouse both some adverse criticism and general editorial comment. In view of the dignity of the advertisement and the clearly scientific and engineering skills being sought, we believe that any such criticism and extraneous publicity will only redound favorably to the Agency.

9. It is recommended that you approve the use of Newsweek and Time magazines for trial of the advertisement attached at Tab C with the understanding that if the results so indicate, we will use this advertisement in other regional issues of these magazines.

/s/ Emmett D. Eehols

Emmett D. Eehols
Director of Personnel

Atts

CONCUR:

R. L. Bannerman
Deputy Director
for Support

Date

The recommendation in paragraph 9 is approved.

L. K. White
Executive Director-Comptroller

Date

Distribution:

Original - Return to D/Pers

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(cc. Subj. etc.)

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